

THE HAWAIIAN GAZETTE

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THE ADVERTISER'S SEMI-WEEKLY

Promotion Work For Hawaii

It would be an excellent thing if the promotion committee could get a line upon what our friends of the other islands want it to do. Despite all previous efforts to persuade the Mauiites and the Hiloites and the Kauaians that the promotion committee is playing no particularly selfish game for Oahu at the expense of the outsiders, the dull eye of suspicion continues to be turned this way. The Maui News, whose editor was associated with the promotion committee for a considerable length of time, and who should know better than the average, just what the promotion committee endeavors to do day after day, is one of those who believes that if only the outside islands had representation on the committee all would be well. In its last issue, that paper says:

The Honolulu chamber of commerce is about to enlarge its promotion committee to include a member of the Honolulu board of supervisors. The possessive pronoun is used advisedly, for notwithstanding the fact that the territorial and county governments pay tribute to the committee to as great an extent as they can be induced to stand for, the promotion committee, as it always has been, solely a creature of the Honolulu commercial bodies. But now the combination seems to have been broken, though perhaps it really hasn't, for the new member is still a representative of Honolulu. However, the entering wedge is in, and perhaps Maui and Hawaii and Kauai may also get a voice in the publicity body if they go after it.

The suggestion has been made before, and met with the objection that it would not be feasible for the islands' representatives to meet with the frequency that is deemed necessary. If Maui is given a chance to name a representative, however, there are half a dozen men living in Honolulu who might satisfactorily fill the place. Or the committee might hold monthly meetings, at which a member from Maui might reasonably be able to attend. In any event the promotion committee, if it is to be really representative of the Territory, and not of Honolulu, merely, will very soon have to adopt some such plan. Hilo seems determined to put a paid representative in Honolulu, and the Maui chamber of commerce has talked of the same scheme; while even Kauai is sitting up and taking notice. The time isn't far off when all parts of the Territory will insist on some kind of real representation in the capital in promotion work.

What representatives from Wailuku and Hilo and Lihue could do to promote tourist travel to their respective islands more than is being done, we do not know. The average tourist who comes to Honolulu is possessed of an ordinary degree of common sense and cannot be kept here if he or she wants to climb Haleakala, see the Volcano or visit the manifold scenic beauties of the Valley Isle, and we have not yet had any fact to back up the oft told tale of any tourist being persuaded against his will not to visit the other islands. On the other hand, the average tourist who comes to Honolulu cannot be shanghaied and put aboard the Maui, Hawaii or Kauai boat, check book in hand, and forced to take an inter-island trip. The only thing that can be done is for the promotion committee to supply truthful statements to all inquirers, and, through the press and by personal canvass of the hotels and boarding houses, attract tourists to the promotion committee rooms. And this is being done.

The Advertiser every week publishes more about the tourist attractions of the other islands than all the papers of the other islands combined, and the afternoon paper in Honolulu publishes much of the same class of matter. It is true that we urge our tourist visitors to see the beauties of this island as well. Oahu has no volcano, no Haleakala and no Waimea canyon, but we have a great deal here that tourists delight in.

The promotion committee cannot perform miracles, either in the way of flooding Honolulu with tourists or diverting great crowds to the outlying sections of the group, but it is a matter for wonder on the part of those who know what advertising means and costs to see the results accomplished on so little. Honolulu spends but a fraction of the amount for advertising Hawaii as Libby, McNeil & Libby spend for advertising the pineapple output of a single cannery. A tobacco firm spends more in advertising Bull Durham in Honolulu than Hilo spends in advertising the Island of Hawaii in all the world. What Maui contributes to the promotion committee doesn't meet the bill for postage stamps. If the Islands are ever adequately advertised it will not be until we have at least fifty thousand dollars a year to put into printer's ink, and in these days that is very little.

The idea that underlies the criticism of the Maui News is prevalent. Honolulu contributors to the promotion fund share in it. It is a mis-

understanding of what is to be accomplished through advertising. It is the misplaced expectation of immediate returns, which, in certain classes of advertising, do not come in great volume. Returns from advertising a little known and out of the way tourist resort are cumulative, and we are reaping the benefit now of efforts made two, five and ten years ago. We have the finest place in all outdoors, but are afraid to go to the legitimate advertising lengths our goods justify.

So far as The Advertiser is aware, the plan of the Hiloites to have a representative here, to work solely for the Big Island, is welcomed, and desk room, office-conveniences and literature will be placed at his disposal. No doubt a Maui representative and a Kauai representative would be greeted with equal cordiality. The promotion committee workers know that after a few months these representatives would be forced to confess that the local transportation companies, the local tourist agencies and the promotion committee itself are doing all that is possible under conditions as they exist and for the general advancement of the tourist business of the whole Territory.

We would like to see the experiment tried. It would extend the knowledge of what the promotion committee is doing, a knowledge that is not shared in at present by very many Honoluluans, even, and with knowledge will come greater support and less criticism.

Work For Workers

THE various committees of the chamber of commerce, as named last week by President Waldron, present a satisfying list of names, being as well balanced and as strong combinations for their respective tasks as could well be selected. And it is well for Honolulu and Hawaii that this is so.

The coming twelve months is a crucial period for the Territory and for Honolulu. During that period it will be settled whether the sugar clause of the Underwood Tariff providing for free sugar after May 1, 1916, will go into effect on the date specified or not, and in any effort that is to be made to persuade congress and the administration not to give the finishing stroke to the industry upon which Hawaii depends the Honolulu chamber of commerce should play a leading part.

This commercial organization, representing all the commerce of all kinds in the islands, will have a better standing in the eyes of Washington officialdom than the sugar planters' organization, and any delegation which goes from Hawaii to Washington in connection with the sugar tariff should include and be headed by representatives of the chamber.

In the opinion of this paper, if any effort in the open is going to be made respecting the postponement of the free sugar date or the elimination of the free sugar clause from the tariff law, the work of preparation should begin now. The last time Hawaii moved in the matter, before the Underwood bill became law, we started at least six months too late. The result was that our cause was never properly presented.

Hawaii, by itself or in co-operation with the beet and cane men of the mainland, should commence a newspaper and magazine publicity campaign along much broader lines than is now being attempted. The first work of the chamber of commerce should be to first post itself on what is being done and then get in and help, without making any secret of the matter.

Care of the Insane

ONE of the public institutions which calls for the special consideration of the legislators is the asylum for the insane, for which the Governor has asked certain things and which the legislators, through sympathetic investigation, may find in need of more than has been asked. A recent speaker, before the chamber of commerce, made a special plea for every possible consideration for those adjudged insane, deploring the still prevalent view that insanity necessarily brings with it something of shame. Such a view is wholly without justification in the majority of cases, said this speaker, who presented a new viewpoint to many of his hearers by stating that there is something to be ashamed of in a case of typhoid fever, but that insanity is something which might come to anyone without fault of his own or fault of his surroundings.

The past half dozen years have seen marked improvement in and around the local asylum for the care of the insane, but the institution is very, very far from what it could be and what it should be. The form of mental sickness which necessitates condemning persons to the insane asylum is curable in many cases, but the conditions which prevail in the territorial asylum preclude the possibility of cure in many of the otherwise hopeful instances.

The asylum management is doing everything possible with the means at hand, but these means are woefully inadequate. We trust that the committees of the legislature which visit the institution will do so eyes open to the tremendous tragedy of the neglect to furnish the means whereby at least some of those condemned for life may be restored, normal and useful, to their families and to the community.

Another Step Forward

THE decision of the supreme court of Illinois upholding the constitutionality of the Chicago ordinance forbidding the erection of billboards along streets against the opposition of a majority of the adjacent property owners is, says the Survey of February 13, "a decision of national importance, as a precedent, because in its full application it means that a municipality can absolutely prohibit billboards in residence districts on utilitarian grounds, if it so desires. The requirement of frontage consent is merely the grant of a privilege to property owners to waive the right of prohibition of such structures. It would be held discriminatory and unconstitutional as depriving property-owners of their property without due process of law, if it were not based on the right of the municipality to entirely prohibit billboards in the districts described. This right necessarily follows from the decision, and is based on established law protecting the health, comfort, and security of citizens, the application of which has, however, been broadened to such an extent that the municipality should be able to exercise much stricter regulation than heretofore."

No testimony was introduced in the case relative to aesthetic considerations, although the particular board on which the case arose was flagrantly offensive to the public.

The evidence showed that fires had been started from the accumulation of combustible material behind billboards; that the boards afforded protection to disorderly and lawbreaking persons, and that residence districts are not so well protected against fire and crime as business districts in the city of Chicago; that the darkness behind boards contributed to immorality, and that fifth and nuisances are permitted to exist in the rear of surface billboards, which disseminate diseases. It appeared also that women and children accompanied frequent streets in residence districts more than in other districts.

The supreme court held that all these matters could be gone into in determining the reasonableness of the ordinance, although the lower court in enjoining the city from removing the board in question, had shut out some of this evidence as immaterial.

The existing ordinance in the city of Chicago was passed in 1911, and was a considerable improvement on previous billboard regulations. It prescribed the character of construction of the board, so as to provide protection from wind and fire; caused them to be raised above the ground three feet, so that the rear was somewhat visible, and prohibited boards being erected on the roofs of buildings.

The immediate effect of this decision, when made final, will be to allow the building department to tear down some hundreds of boards that have been erected without such frontage consents since the ordinance was passed. A retroactive effect of the ordinance on boards built prior to its passage will probably be disputed by the billboard companies, but it is hoped that the council, with the backing of the decision, will provide further and more comprehensive restrictions.

Average Net Farm Income

HOARD'S DAIRYMAN, one of the leading farm journals, has recently completed an agricultural census along lines similar to those employed by the agricultural department at Washington.

The conclusions arrived at are that the average mainland dairy farm comprises about 167 acres. The average capitalization where the best use is made of a farm of that size was found to be about \$20,000. The average net income was found to be only six and one-half per cent on capital investment. Statistics obtained from something over fifty thousand farmers entered into this calculation.

The results of such investigations into the business of farming emphasize the point that agriculture as a life trade differs very little from any other established profession or occupation. If, as here in Hawaii, the average of wealth per capita is low, the corporate form of association must necessarily be the most economical to operate and hence the most profitable to the entire population. This is self-evident when the average wealth of the average citizen is considered—not the employing class alone, but all producers of wealth in any form—wealth in its last analysis being the value of labor performed.

The majority of the producing population do not possess capital, which is accumulated labor, to maintain themselves without labor for very long, although there is undoubtedly constant improvement in this regard. If our plantation laborers were to retain their savings and profits for investment here in Hawaii instead of sending their surplus to foreign lands, a farming population would inevitably be developed in accordance with sound economic and political principles.

That is how the rich, twenty-thousand-dollar farmers of the mainland build up their possessions.

Whether it is better for a farmer to own land or lease it is open for discussion. The answer depends on the point of view. But in a country like Hawaii where the class that would develop into landowners, if they were imbued with the idea of making this their permanent home, do not in the main have that ambition, capital for agricultural production must be obtained cooperatively. The best variety of cooperative enterprise is some form of limited liability company.

Unless a farmer in Hawaii has at least the average capital of the average mainland farmer in lands, stock, machinery and equipment, and cash in bank for operation expenses, and has in addition the ambition, knowledge, temperament and intention to be a farmer for life, he cannot reasonably expect to secure a return, or net income, above the average. The United States department of agriculture places this average income at seven per cent on capital investment.

Cooperation, through the formation of limited liability corporations, may, if economically operated, with due consideration given to overhead expense, yield a larger net return than the individually owned and operated farm or homestead.

Honolulu Wholesale Produce Market

ISSUED BY THE TERRITORIAL MARKETING DIVISION March 18, 1915.

BUTTER		POULTRY	
Small demand for Island fancy.		Demand good for fat young chickens.	
Glennwood receipts light. Demand good		Muscovy ducks are selling well.	
for tub butter.		Broilers, fat, 2 to 3 lbs., 37 1/2 to 40	
Island tub, lb., 30		Young roosters, lb., 35 to 40	
Island fancy, lb., 45		Hens, good condition, lb., 25 to 27 1/2	
Beans, dry		Turkeys, lb., 35 to 40	
Maui Red, cwt., 4.00		Ducks, Muscovy, lb., 25 to 30	
Calico, cwt., 3.00		Ducks, Peking, lb., 25 to 30	
Small white, cwt., 4.00		Ducks, Hawaiian, doz., 5.40	
Peas, dried, cwt., 3.75			
Heats, doz. bunches, 30			
Cabbage, bag, 90			
Carrots, doz. bunches, 40			
Corn, sweet, 100 ears, 2.00 to 2.25			
Corn, Haw., small yellow (none)			
Corn, Haw., large yellow (none)			

VEGETABLES AND PRODUCE		PEANUTS	
Beans, string, green, lb., .04		Peanuts, small, lb., .05 1/2	
Beans, string, wax, lb., .03 1/2 to .04		Peanuts, large, lb., .05	
Beans, Lima, in pod, lb., .05 to .06 1/2		Onions, Bermuda, lb., .03 to .04	
Beans, dry		Onions, Portuguese, lb., .10	
Maui Red, cwt., 4.00		Green Peppers, Boll, lb., .06 to .07	
Calico, cwt., 3.00		Green peppers, Chili, lb., .05	
Small white, cwt., 4.00		Potatoes, Isl. Irish, new, 91 1/2 to .02	
Peas, dried, cwt., 3.75		Potatoes, sweet, native varieties,	
Heats, doz. bunches, 30		per cwt., plentiful, 1.00	
Cabbage, bag, 90		Taro, wet land, cwt., 1.25	
Carrots, doz. bunches, 40		Taro, bunch, 15	
Corn, sweet, 100 ears, 2.00 to 2.25		Tomatoes, lb., .02	
Corn, Haw., small yellow (none)		Green Peas, lb., .07 to .08	
Corn, Haw., large yellow (none)		Cucumbers, doz., 35 to 40	

FRUITS		LIVESTOCK	
Alligator pears, doz., 75 to 1.00		Beef, cattle and sheep are not	
Bananas, Chinese, bunch, 35 to 60		bought at live weights. They are	
Bananas, cooking, bunch, 75 to 1.00		taken by the meat companies, dress-	
Breadfruit, doz., 30 to 40			
Figs, 100, 1.00			
Grapes, Isabella, lb., 10 to 11 1/2			
Oranges, Haw., (none in market)			

HIDES, Wet Salted		DRESSED MEATS	
Good demand for hides.		Beef, lb., 11 to 12	
Steer, No. 1, lb., 14 1/2		Veal, lb., 12 to 13	
Steer, No. 2, lb., 13 1/2			

FEED		DRESSED MEATS	
The following are quotations on feed.		Beef, lb., 11 to 12	
Scratch Food, ton, 46.00 to 47.00		Veal, lb., 12 to 13	
Oats, ton, 43.00			
Middlings, ton, 42.00 to 43.00			
Hay, wheat, ton, 23.00 to 24.00			
Hay, alfalfa, ton, 23.00 to 24.00			
Alfalfa meal, ton, 23.00 to 24.00			

The Territorial Marketing Division under supervision of the U. S. Experiment Station is at the service of all citizens of the Territory. Any produce which farmers may send to the Marketing Division is sold at the best obtainable price. A marketing charge of 5 per cent is made. It is highly desirable that farmers notify the Marketing Division what and how much produce they have for sale and about when it will be ready to ship. The shipping mark of the Division is U. S. E. S. Letter address Honolulu, P. O. Box 1287, Salesroom Ewa corner Nuuanu and Queen Streets. Telephone 1840, Wireless address U. S. E. S.

A. T. LONGLEY, superintendent.

OBREGON PREPARES TO ATTACK VILLA

Carranza General With 25,000 Men Is Close To Main Force Under 'Pancho'

(Associated Press by Federal Wire) LOS ANGELES, March 23.—At the Carranza agency here information has been received that General Obregon, with an army of 25,000 is now close to the positions held by the main Villa force along the Tampico-Monterrey line. An important battle between these two main armies is looked for in the very near future.

SPECULATION CAUSES FAMINE

(Associated Press by Federal Wire) WASHINGTON, March 22.—General Madero, Governor of the State of Nuevo Leon, has written to Llorente that General Villa has not taxed the merchants and clergy of Monterrey forcibly. He says that speculation in necessities had sent prices so high that the poor were suffering and Villa urged the merchants to take relief measures. The board of trade then met and fixed the assessments, the merchants volunteering their assent.

TAMPICO STRENGTHENED

(Associated Press by Federal Wire) EL PASO, March 23.—To strengthen the defense of Tampico, against which General Villa is said to be moving an army, General Carranza, it is reported here, is sending 6000 reinforcements.

NO SPLIT IN CABINET OVER ORIENTAL ISSUE

(Associated Press by Federal Wire) WASHINGTON, March 22.—At the White House today emphatic denial was made of the report that there is a split in the cabinet over the policy of silence by the United States in the Japanese-Chinese controversy. President Wilson is not disposed to discuss for publication what negotiations are afoot.

CAPTIVES IN GERMANY

(Associated Press by Federal Wire) LONDON, March 23.—Russian, Belgian and British prisoners held captive in Germany, according to a semi-official census current in Berlin, now number 800,000 men and 9000 officers.

UNREQUITED LOVE ENDS GIRL'S LIFE

Hawaiian Maid Takes Poison When Soldier Sweetheart Breaks With Her

She Called Her Lothario Ona, Which Signified 'Drunk,' and Adored Him

After deliberately taking a quantity of poison, Mary Daniels, aged seventeen, died at the Queen's hospital yesterday morning, despite strenuous efforts to save her life.

Mary's nearest relative, was an aged grandfather, and for the past two years she had been forced to eke out an existence in the best possible manner she knew how. Helping in the household duties of a rooming-house at 1281 Fort street, she was allowed the privilege of sleeping at night and eating three scant meals a day. In this way she had lived and to a girl of this age life grew very tiresome.

Through friends she met the man who was to be the cause of her sudden death. He was a soldier, and though he had never divulged his name to her, or any of her friends, six months of constant companionship had made her love, as only a true lover can love.

Gave Soldier a Name

Believing that the object of her affection should have a name, Mary created one, and the soldier became known to Mary's friends as Ona. The word signifies "drunk," and to her friends she had often said that this was a most appropriate name. Ona's calls were frequent and regular and Mary believed in his sincerity more and more.

His last call was Saturday night. A few sharp words were followed by a lovers' quarrel, and Ona departed not in the best of spirits. He returned in a short time, and without saying a word returned her jewels which had been in his possession for several months. He bid her goodbye and said he was to see her no more.

This was more than Mary could stand, so she called to Amos Michael, who was loitering near the house, and asked him to tell Ona to return on Sunday morning, which Michael did. Sunday morning came, but Ona did not. Mary called Amos again, as she had always confided in him, and with tears in her eyes said, "I love Ona, Michael, and if you see him tell him to come back, for I do want to see him so badly."

Decides Upon Suicide

Michael spent the greater part of the afternoon in searching for Ona, but returned late and reported that he had been unable to locate him. She prepared the evening meal and apparently was happy. As soon as her evening work was finished she went over to her turning. Not coming in as soon as she was going out.

"Esther," she said, "I am going out, and if I don't return gather all of my belongings and keep them." Esther protested but despite this Mary walked out of the door. She was gone only a few minutes, when Esther noticed her passing the window returning. Not coming in as soon as she should have, Esther walked out to meet her. Mary had fallen to the ground, and Esther surmised what had happened. Everything possible was done to save Mary, but it was too late. A note was found later, which read as follows:

"I loved Ona, Esther, but I knew he didn't love me. My love was too great, and I will be happier where I am going. Goodbye, dear."

The body will be buried at Mary's birthplace, in Kaneohe, next Thursday afternoon.

MAYOR CONSIDERING MURASKY'S SUCCESSOR

Deposed Building Inspector Will Draw Salary Up To Time of His Hearing

Mayor Lane said last night that he had not as yet made a decision as to whom he will appoint city building inspector to succeed Charles G. Murasky, recently dismissed by order of the mayor and board of supervisors on the charge of neglect of duty.

The mayor announced, however, that he has a whole chest of applications and that the list includes a number from men whom he deems competent to fulfill the duties of the office.

Incidentally, on request of Auditor James Bicknell, Deputy City Attorney Weaver made a ruling yesterday that Murasky was entitled to salary for every day prior to the time he was officially notified of being ousted from office, including the four days of absence from duties, for which he was suspended, and for the period of his suspension before hearing was given to his case by the supervisors.

A suit for debt, in the sum of \$564, was filed in the circuit court yesterday by E. C. Peters against H. Kishi, defendant, and J. H. Fisher, territorial auditor. A bill passed the house a few days ago, and has been signed by the Governor, indemnifying Kishi for monies furnished by him to immigrants on the steamer Willemsen while that vessel was quarantined in Honolulu in 1911-1912. Peters claims that Kishi owes him the amount sued on for legal services in connection with pressing his client's case for payment before the federal court in Honolulu.